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Confirmation Number 138376
Call Sign KHPF-CA
Facility Id 35923
Filing Quarter Date 12/31/2012
Filing Date 01/10/2013

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Federal Communications Commission
445 12th Street SW
Washington, DC 20554
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Federal Communications Commission
Washington, DC 20554Approved by OMB
3060-0754

FCC 398

Children's Television Programming Report

Report reflects information for the filing period ending: 12/31/2012

Call Sign	Channel Numbers	Community of License			
KHPF-CA	44 (analog) (digital)	City	State	County	ZIP Code
		Fredericksburg	TX	Gillespie	78701
Licensee Name					
KXAN, Inc.					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
Network My Network	Austin TX	www.myaustintv.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
35923		08/01/2014			

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).

3.5 hours

3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?

Y

- (b) Identify publishers who were sent information in 3(a).

FYI Television, Austin American Statesman, Tribune, TV Guide, Nielsen

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1		Origination	
Animal Rescue		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 7:00am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	8 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Animal Rescue serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people in taking care of, treating and helping various animals.			

Title of Analog Core Program #2		Origination	
Pets TV		SYNDICATED	

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 7:30am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	8 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. The program exposes the target audience of young viewers to everything pets. Pets from everyday to unique are showcased with informatin that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.</p>			

Title of Analog Core Program #3		Origination	
Jack Hanna's Into the Wild		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 8:00am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	8 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Jack Hanna's Into the Wild is a live action television program designed to meet the educational and informational needs of children. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.</p>			

Title of Analog Core Program #4		Origination	
Animal Exploration with Jarod		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 8:30am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	8 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Animal Exploration entertains, informs, and inspires viewers as Jarod interacts with creatures in unexpected ways. Jarod's unique perspective on creatures large and small is seen in episodes such as "Need for Speed," in which viewers learn about the fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking and deadly resemblance to the velociraptor. Each week's show features a "Did You Know?" segment, enabling viewers to take away something from the show that they can use in their own backyards. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human/animal interaction in the face of an ever-changing world.</p>			

Title of Analog Core Program #5	Origination

Teen Kids News		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:00am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Teen Kids News is a national 1/2 hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever! Teen Kids News (TKN) highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show (who are, of course, all kids!) report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers.</p>			

Title of Analog Core Program #6		Origination	
Animal Atlas		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:30am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	8 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Animal Atlas continues its long series life by using technology to consistently improve the essential visual component of the episodes. The high definition video of the arresting animals and animal elements is well used to engage viewers and lead them through a sequence of valued and meaningful insights. One of the series strengths continues to be that it does not just present a list of animal facts but links a wide variety of information into sequences that make knowledge of the animal kingdom both simpler and easier to remember. The interstitial quizzes have become not just summaries of previous information but a lead-in to the next organized sequence of information. The tone of credited narrator Eric Schwartz is perfect for the target group of 13-16 year-olds. It is non-professorial and faux flip-again, ideal for the target mindset of selfconfident adolescence. Yet the vocabulary is rich. It presumes the understanding of the words like "behemoth" and "adaptation" but gives enough context to add that word to young viewers' vocabulary without getting pedantic. Great information in a rich visual context.</p>			

Title of Analog Core Program #7		Origination	
Now Eat This! With Rocco DiSpirito		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10:00am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	8 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature</p>			

of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard—a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways—reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges—watching the children eat and evaluate familiar dishes prepared in a healthier way. Children don't filter in the kitchen! There are not the usual structural elements to help a young audience retain and reflect on information—quizzes, repetition and reinforcement, and chance for independent thinking. But the hook of food and gratification are dependable ways to hold the middle and high school audience—a strategy that advertisers have used for years. Now Eat This! is a healthier and more educational use of strategy.

Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.
- If No to 7(c), submit as an Exhibit a Statement of Explanation.
8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.
- (b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.
9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?
- (b) Identify publishers who were sent information in 9(a).

hours

hours

hours

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

[There are no digital core program reports.]

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

[There are no digital non-core program reports.]

Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]

Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1		Origination	
Animal Rescue		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 7:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This program serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in the field experiences of professional and ordinary people in taking care of, treating and helping various animals.			

Title of Planned Core Program #2		Origination	
Pets TV		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 7:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. The program exposes the target audience of young viewers to everything pets. Pets from everyday to unique are showcased with information that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.			

Title of Planned Core Program #3	Origination
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Jack Hanna's Into the Wild	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturday 8:00am	13	
Length of Program	Age of Target Audience	
30 minutes	From	To
	8 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Jack Hanna's Into the Wild is a live action television program designed to meet the educational and formational needs of children. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.</p>		

Title of Planned Core Program #4	Origination	
Animal Exploration with Jarrod Miller	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturday 8:30am	13	
Length of Program	Age of Target Audience	
30 minutes	From	To
	8 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Animal Exploration with Jarrod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Animal Exploration entertains, informs, and inspires viewers as Jarrod interacts with creatures in unexpected ways. Jarrod's unique perspective on creatures large and small is seen in episodes such as "Need for Speed," in which viewers learn about the fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking and deadly resemblance to the velociraptor. Each week's show features a "Did You Know?" segment, enabling viewers to take away something from the show that they can use in their own backyards. Come along with Jarrod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human/animal interaction in the face of an ever-changing world.</p>		

Title of Planned Core Program #5	Origination	
Teen Kids News	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturday 9:00am	13	
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Teen Kids News is a national 1/2 hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever! Teen Kids News (TKN) highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show (who are, of course, all kids!) report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers.</p>		

Title of Planned Core Program #6		Origination	
Animal Atlas		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 9:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Animal Atlas continues its long series life by using technology to consistently improve the essential visual component of the episodes. The high definition video of the arresting animals and animal elements is well used to engage viewers and lead them through a sequence of valued and meaningful insights. One of the series strengths continues to be that it does not just present a list of animal facts but links a wide variety of information into sequences that make knowledge of the animal kingdom both simpler and easier to remember. The interstitial quizzes have become not just summaries of previous information but a lead-in to the next organized sequence of information. The tone of credited narrator Eric Schwartz is perfect for the target group of 13-16 year-olds. It is non-professorial and faux flip-again, ideal for the target mindset of selfconfident adolescence. Yet the vocabulary is rich. It presumes the understanding of the words like "behemoth" and "adaptation" but gives enough context to add that word to young viewers' vocabulary without getting pedantic. Great information in a rich visual context.</p>			

Title of Planned Core Program #7		Origination	
Now Eat This! With Rocco DiSpirito		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 10:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard-a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways-reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges-watching the children eat and evaluate familiar dishes prepared in a healthier way. Children don't filter in the kitchen! There are not the usual structural elements to help a young audience retain and reflect on information-quizzes, repetition and reinforcement, and chance for independent thinking. But the hook of food and gratification are dependable ways to hold the middle and high school audience-a strategy that advertisers have used for years. Now Eat This! is a healthier and more educational use of strategy.</p>			

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(1)(iii)?

Y

16. Identify the licensee's children's programming liaison

Name		Telephone Number
Rachel Steading		512-476-3636
Address		E-mail Address
908 W. MLK Jr. Blvd.		rachel.steading@kxan.com
City	State	ZIP Code
Austin	TX	78701

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. §73.671, NOTES 2 and 3.

The licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
KXAN, Inc.	
Date	
01/04/2013	